

Fig 4: PROTECT FROM SUNLIGHT LABELS

Choice and Quotes	Memo
Label 1	
Pt 1: "More linear looking". "And it goes more with the sun versus I think of a sun as yellow. I don't think of a sun as orange."	Number 2 is too big. Yellow color is more dependable for the sun than the orange
Pt 3: "Label 2 looked like Halloween decoration"	The colors on label 2 are not right
Pt 6: "Because it says, protect your skin from sunlight even on a dull day. Do not use sun . . . this one has got a warning."	Clarity. Pays more attention to the words
Pt 9: "Quickest and easiest"	Quick gaze will inform what to do. Label 2 looks like a lot of reading.
Pt 12: " , I got to take the pill to keep my body moist or so . . . and if people can't see that then they got problem when they taking their pills or so, you know."	Connection of the high sun with drying?? Likes the picture of the person. The warning is clearer
Pt 18" I know the sun is shining, but this is telling the same sun is shining here and tells you the same thing, but I like the yellow"	Prefers the sun in the yellow. Thinks the information is the same in both.
Pt 19 " imply based on the fact that it has yellow, not exactly for the purpose of it being a cautionary color but because the orange background blends in with orange bottles for number two, and I don't think it would stick out as much."	Orange blends in with the orange bottles, so yellow is preferred.
Pt 20 " You can still see the sun, but it's not a sunny, you know, it's not bright."	Orange is more highlighting, would prefer if the orange was on label 2 for background. Written word- warning in label 1???
Pt 21: "Number one is good because there is a person there, you. I've never seen this before. This is my first time to see a warning like this. Protect yourself to sunlight. You can do protect your skin from sunlight, or maybe you can just do like a lotion there, SPF 1, a picture of SPF 50, something like that. "	Likes the person figure Suggestion is to ass sunscreen of SPF factors in there, add UV rays there
Label 2	
Pt 4:	The word warning
Pt 5: "more dramatic with the background color here" " That was basically the color I first look at it, it has kind of an ominous feeling about it with that color scheme."	Color scheme is attractive and yellow is a happy color. Orange is not
Pt 7: "more color difference"??	Larger size, most people use yellow for the sun
Pt 8 "brighter"	Larger size , brighter color scheme
Pt 10	Larger and orange is more warning like
Pt 11 "easier to see"	Picture on label 2 is easier to see, this pt has vision impairment

Pt-13 “ I think the, like colors in it makes it stand out more than.”	Person is a superfluous thing???
Pt 14 “ Direct, right to the point, and the sunlight is like more, it seems to me, because of the colors, it's more bold”	Direct and to the point
Pt 15 “ A good reason, it's got warning.”	Warning is eye catching. Size is larger, stands out
Pt 16: “ Go to warning, and I don't know if they didn't highlight warning or something of that nature, to really drive home the point. I like having the person in that, but, again, my, first is the warning is not on the, I think if the first one had warning on it, I probably would've gone with one, but.”	Likes the graphic better in 1. Would prefer to have the person in 2.
Pt 17:	The message and the wordings do not seem to incite a lot of difference . Person is superfluous, ??? yellow is more suitable for sun
No preference	
Pt 2: Both are good	